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DEPARTMENT OF THE INTERIOR
INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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SECRETARY MCKAY LENDS SUPPORT TO NATIONAL FISH WEEK

Secretary of the Interior Douglas McKay today pledged the Department's full support to the commercial fishing industry's plans for the industry-designated National Fish Week, October 3-8, and the Shrimp 'n Rice Fiesta, September 29-October 8.

In addition, Secretary McKay said that the Fish and Wildlife Service will coordinate its fishery educational and market development activities with those of the industry during these fall consumer-education campaigns.

Fishery products, according to the Fish and Wildlife Service, will be in good supply during these October campaigns as a result of the heavy fishing activities that annually occur during the summer months. The development of so many new types of processed fishery products, such as fish sticks and breaded shrimp, will enable consumers to be more selective in their choice of fish and shellfish whether eaten at home or in restaurants.

In keeping with the Department's policy of working in partnership with industry, Secretary McKay stated that home economists and fishery marketing specialists of the Fish and Wildlife Service will conduct fish cookery demonstrations for school lunchroom supervisory personnel in Wisconsin, Florida, Texas, and Massachusetts during the next few months. These demonstrations not only acquaint school lunchroom personnel with improved methods for preparing fishery products for children but provide them with current information on the kinds of fish and shellfish that are best adapted to school lunchroom menus and budgets.

As a further aid to the industry programs, home economists at the Service's test kitchens in College Park, Md., and Seattle, Wash., will concentrate on developing new recipes suitable for large quantity as well as home users of fishery products. Results to date of such test kitchen work are now available in a series of publications sold by the Superintendent of Documents, Government Printing Office, Washington, D. C.

Other activities of benefit to the fishing industry are the new research programs being conducted by the Service under the Saltonstall-Kennedy Act, now in its second year of operation. These activities include technological investigations in the freezing and preservation of fishery products, and the development of standards which will assure the consumer of consistent quality.

Also, through Service exploration of new fishing grounds and the development of new fishing methods, fishing fleets will be enabled to operate more efficiently

and thus pass these economies on to the consumer. In order that the industry can provide the type of product that best meets the customers' desires, the Service is conducting consumer surveys to determine the purchasing requirements of the consumer.

Investigations of a biological nature are also under way designed to preserve the fishery resource and make it even more productive in the future.

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